

Personal Selling

and the Marketing Concept

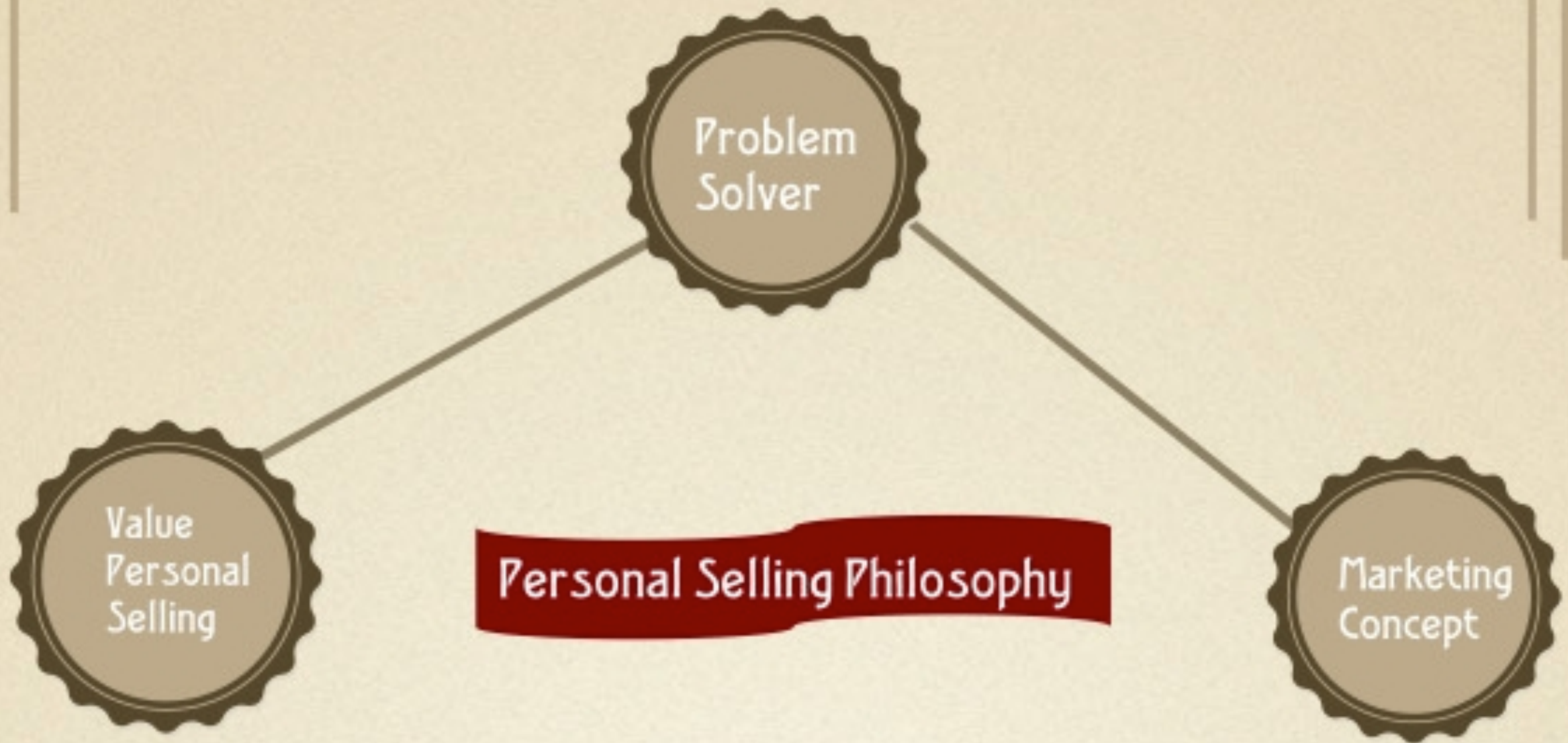
Current Customer

- ◆ Information Technology
- ◆ Acquire, Collect, and Disseminate Information with speed and accessibility.
- ◆ Customers have taken control
- ◆ Expect Value

What is Personal Selling?

Personal selling involves person to person communication with a prospect.

- Developing a relationship
- Discovering needs
- Matching the appropriate products / services with their needs
- Communicating benefits through informing, reminding, or persuading.





The Marketing Concept

Identify the needs of the target market, satisfy the needs of the market, and do it profitably.



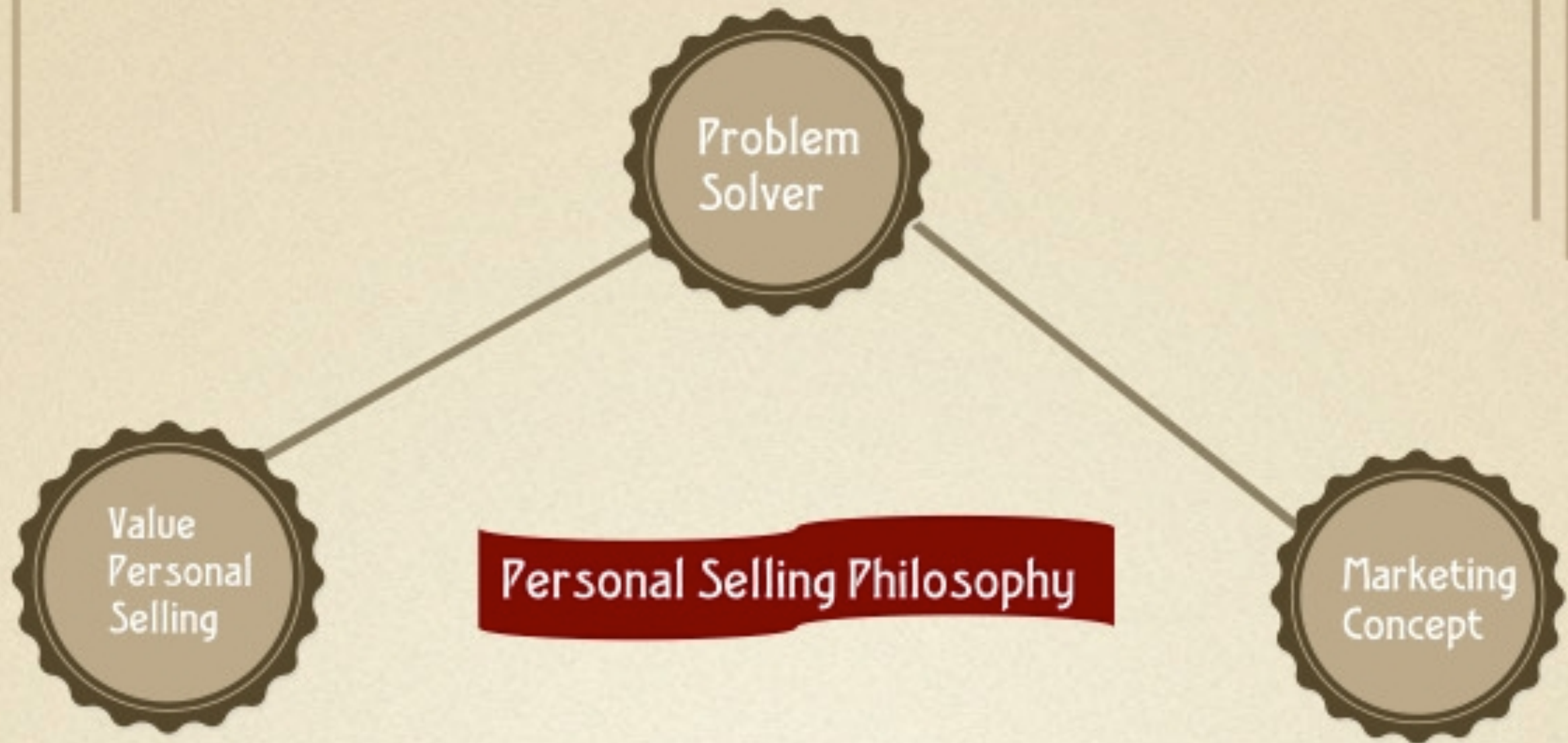
Types of Personal Selling

Consultative Selling

- ◆ Need Identification
- ◆ Two Way Communication
- ◆ Consultant
- ◆ Negotiation
- ◆ Recommend Solutions

Transactional Selling

- ◆ Value Conscious Consumer
- ◆ Price and Convenience
- ◆ Internet or Grab and Go
- ◆ Minimal interaction



**Relationship
Strategy**

**Product
Strategy**

**Customer
Strategy**

**Presentation
Strategy**

Partnering

Long term relationship established when salesperson is able to develop and apply the four major strategies to add value.

*Relationship Selling,
personal and customized
approach



Strategic Alliance

Teaming with another company whose products work well with your own to gain a mutual competitive advantage.

Value Creation

- ◆ Focus of the sale is on creating value for the customer, not just making the sale.
- ◆ Learn the value that the customer is looking for and find what satisfies it.
- ◆ Value added selling enhances the consultative approach to enhance the partnership.